



DEPARTMENT OF THE NAVY  
OFFICE OF SMALL BUSINESS PROGRAMS  
PRESENTS THE:

## GOLD COAST SYMPOSIUM

AUGUST 23-24, 2011 - SAN DIEGO, CA  
SAN DIEGO CONVENTION CENTER

SMALL BUSINESS  
INNOVATION, AGILITY & COMMITMENT:  
THE WARFIGHTERS ADVANTAGE



*Celebrating 100 YEARS Naval Aviation.*



HOSTED BY: SPAWAR IN CONJUNCTION WITH NDIA

For more Information & Registration, please go to:  
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Director  
Department of the Navy  
Office of Small Business Programs

Report Documentation Page				Form Approved OMB No. 0704-0188	
Public reporting burden for the collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Washington Headquarters Services, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington VA 22202-4302. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to a penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number.					
1. REPORT DATE <b>AUG 2011</b>		2. REPORT TYPE		3. DATES COVERED <b>00-00-2011 to 00-00-2011</b>	
4. TITLE AND SUBTITLE <b>OSBP Mission</b>				5a. CONTRACT NUMBER	
				5b. GRANT NUMBER	
				5c. PROGRAM ELEMENT NUMBER	
6. AUTHOR(S)				5d. PROJECT NUMBER	
				5e. TASK NUMBER	
				5f. WORK UNIT NUMBER	
7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES) <b>Office of the Secretary of the Navy, Small Business Programs, 720 Kennon Avenue, SE, Washington, DC, 20374-5015</b>				8. PERFORMING ORGANIZATION REPORT NUMBER	
9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES)				10. SPONSOR/MONITOR'S ACRONYM(S)	
				11. SPONSOR/MONITOR'S REPORT NUMBER(S)	
12. DISTRIBUTION/AVAILABILITY STATEMENT <b>Approved for public release; distribution unlimited</b>					
13. SUPPLEMENTARY NOTES <b>Presented at the 2011 Navy Gold Coast Small Business Conference, 22-24 Aug, San Diego, CA.</b>					
14. ABSTRACT					
15. SUBJECT TERMS					
16. SECURITY CLASSIFICATION OF:			17. LIMITATION OF ABSTRACT <b>Same as Report (SAR)</b>	18. NUMBER OF PAGES <b>16</b>	19a. NAME OF RESPONSIBLE PERSON
a. REPORT <b>unclassified</b>	b. ABSTRACT <b>unclassified</b>	c. THIS PAGE <b>unclassified</b>			



# OSBP Mission

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The Small Business Program *promotes acquisition opportunities where small business can best support the needs of our Sailors and Marines.* Through policy, advocacy and training we foster industry innovation, technology development and the acquisition of quality products, services and solutions from small business providers.



*Small Business – The First Option*





# The Conference

- Lot's of Action
  - Speakers
  - Matchmaking –
    - Construction, R&D, Manufacturing, Services
  - Networking
  - Informational Breakouts
- Choose that which
  - Appeals the most
  - Has most potential benefit for your business
- Give us - Feedback



*Small Business – The First Option*



# Navigating the Waters

## ➤ Day 1

- Big Picture presentations
- Presentations center on
  - Where we are going
  - Changes that impact how we do business
  - Fundamental Workshops

## ➤ Government Matchmaking

## ➤ Day 2

- Small Business Success
- Government Accounting
- Prime Contractor insight
- Prime Contractor Matchmaking



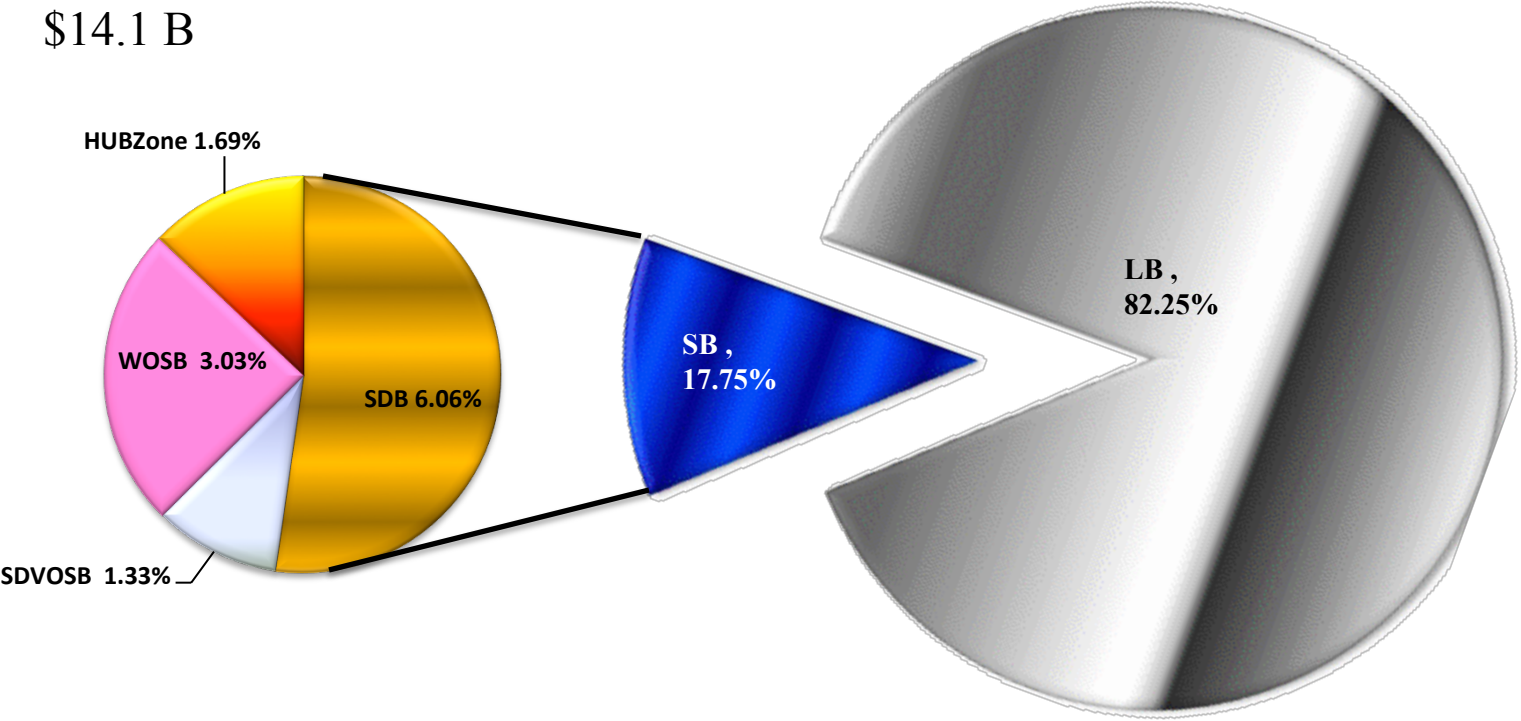
*Small Business – The First Option*





# DON Small Business Performance FY2010

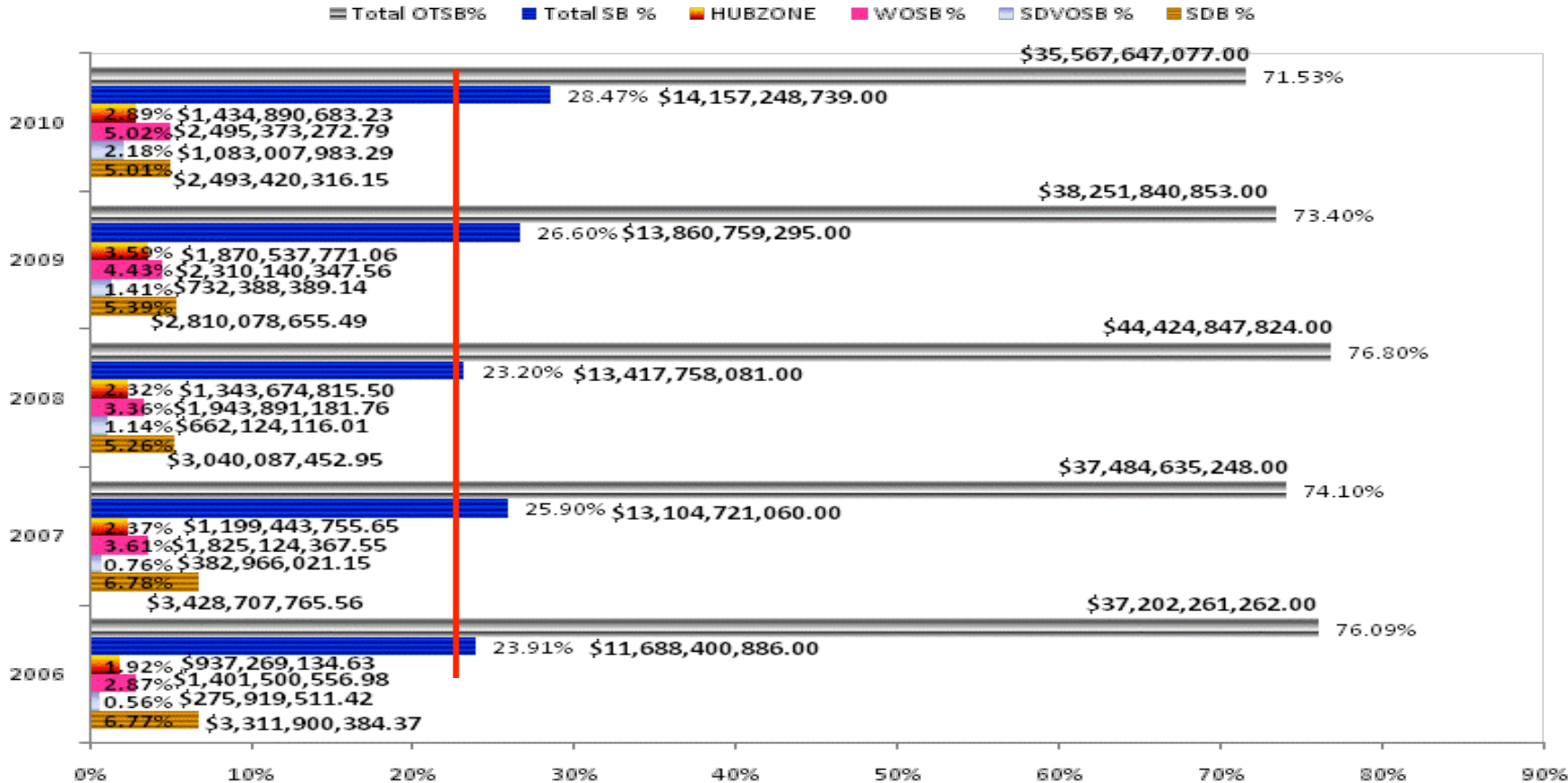
Total Don \$77 B



DON FY10 Targets were SB 14.61%; SDB 4.35%; HZ 1.45%; WOSB 2.05%; SDV 3%

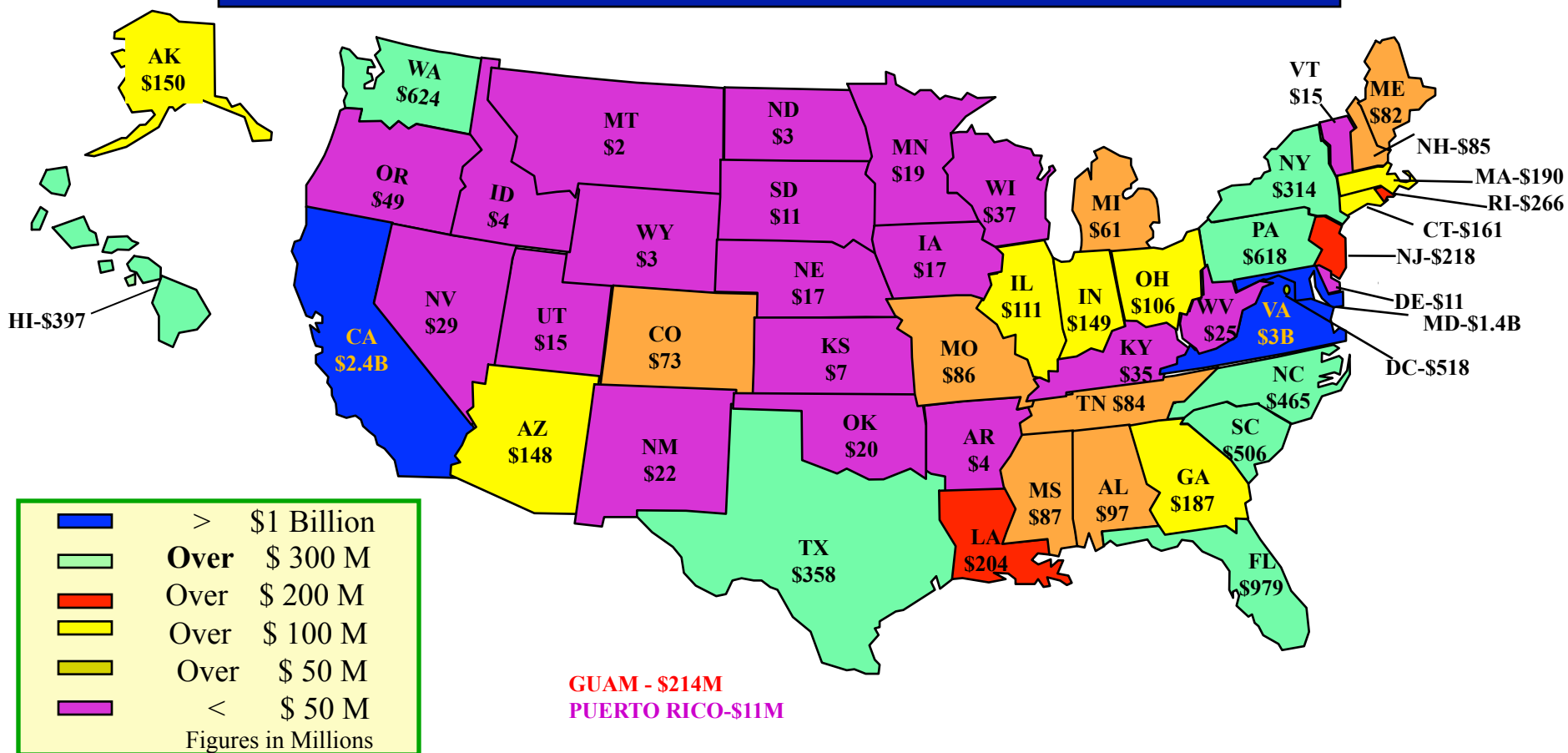


# DON PROCUREMENT (less ships/subs/planes)





# National Impact of DON Small Business Awards (\$14.6B)



*Navy Awards support Small Business Jobs!*







# DON Leadership Directives for Small Business



DEPARTMENT OF THE NAVY  
OFFICE OF THE ASSISTANT SECRETARY  
ACQUISITION, DEVELOPMENT AND LOGISTICS  
1000 LANTANA DRIVE  
WASHINGTON, DC 20386-1100

19 July 2011

## MEMORANDUM FOR DISTRIBUTION

SUBJECT: Increased Use of Small Business Concerns

The Department of Defense (DOD) has placed special attention on increasing the use of small business in Fiscal Year 2011, consistent with the Better Buying Power initiatives, and to support the White House's 23% small business goal. In FY 2010, DOD attained 22.7%.

In light of delays caused by the continuing resolution, achieving the FY11 goal will require significant effort. Because a significant percentage of the Department of the Navy's procurement dollars purchase goods and services that cannot be provided by small business, DOD determined the Department of the Navy (DON) share of the 23% goal to be 18.9%. To meet this challenge, the DON must increase our awards to small business by an estimated \$1.2 billion over what was achieved in FY2010. Therefore, DON acquisition and contracting activities are directed to: 1) take immediate short term steps to measurably increase small business performance; 2) re-emphasize sound acquisition business practices to promote small business opportunity and 3) make long term process improvements for small business engagement. All of these align directly with the initiatives to improve acquisition excellence published in November 2009 and in Under Secretary of Defense, Acquisition, Technology, and Logistics, Better Buying Power Initiatives established by memorandum on September 24, 2010.

### 1) Immediate short term steps to measurably increase small business performance:

- Federal Supply Schedules (FSS): When using FSS to satisfy procurements between the micro-purchase and simplified acquisition threshold, ordering activities should consider socio-economic status when identifying contractor(s) for consideration or competition for award of an order (FAR 8.405-5(b)). Quotes should not be requested from large business concerns unless there is a determination that there are less than three small businesses on the schedule that will satisfy the government's requirements. The ordering activity contracting officer will document by memorandum when large business quotes are necessary, except when an ordering activity has approved justification limiting sources in accordance with 8.405-6.
- Indefinite Delivery/Quantity (IDIQ) Multiple Award Contracts (MAC): When using IDIQ MACs and where there are at least two small businesses on the award, task and delivery orders set-aside for competition by small business award holders are encouraged. Where only one small business exists on the contract, task and delivery order requirements should be developed to promote maximum opportunity for small



THE UNDER SECRETARY OF THE NAVY  
WASHINGTON, DC 20380-1030

August 5, 2011

## MEMORANDUM FOR DISTRIBUTION

SUBJECT: Maximizing Department of the Navy (DON) Opportunities for Small Businesses

The Honorable Sean Stackley, Assistant Secretary of the Navy for Research, Development and Acquisition (ASN(RD&A)), recently issued a memorandum, Attachment (1), to the DON acquisition community about the importance of seeking qualified and capable small businesses to provide the products, services, and solutions necessary to help our Sailors and Marines accomplish their assigned missions. I want to formally endorse Secretary Stackley's memo, and ask that each of you read it if you have not already done so. Small businesses often deliver technology and innovative capabilities with agility and lower costs. It, therefore, makes sense from both an economic and warfighting perspective to look towards small businesses as a means of meeting DON mission needs.

The White House has established federal goals for small business participation in all areas across our government. To that end, the Department of Defense has established goals for service component small business prime contracting participation to ensure maximum practicable opportunities for small business. We must all do our part to support this effort.

Accordingly, as we enter the last few months of Fiscal Year 2011, I want your attention and support to ensure that market research and analysis for standing requirements and remaining contracts is conducted in a manner that maximizes the opportunity for small business to compete at the prime contract level. In those instances where small business cannot serve as a prime contractor, please ensure your market analysis identifies potential opportunities for small business to serve as subcontractors.

Senior leadership is critical if we are to meet our goals. I would therefore like all Flag Officers, General Officers and Senior Executive Service members that influence acquisition decisions to develop and adopt performance standards that demonstrate support for the Department's small business mission.

Both ASN(RD&A) and the DON Office of Small Business Programs (OSBP) are available to support your organizations to develop small business acquisition strategies.





# Three Areas

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- Prime Contracting
  - Address the SB “Sweet Spot” & FSS (\$1B potential)
  - Use SB Set-asides within IDIQ/MACs
  - Increase Seaport-e use in DON
  - Promote 8 (a) contracts
  - Discourage unnecessary consolidation and/or bundling
  - Improve Forecasting
  - Deploy MAXPRAC tool developed by DoD
  - Engage OSBP in acquisition strategy/planning
- Subcontracting
- Accountability





# Immediate steps to increase performance #1



- Supplies and Services of all acquisition that has an estimated dollar value exceeding \$3,000 (*Micro Purchase Threshold*) ...but not over \$150,000 (*Simplified Acquisition Threshold- SAT*)...

is automatically *reserved exclusively for small business concerns and shall be set aside for small business*

- Under GSA/FSS - 3 Quotes from Qualified SBs and/or socio-economic categories to meet goals
- Target - \$1 Billion opportunity
- Success Measurement Objective – 80%





# Immediate steps #2 & #3

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## Multiply Award Contracts (MAC)

- When 2 or more SBs are on a MAC
- Set-aside task and delivery orders for competition by SB.
- If Only one SB; structure task to enable SB competition.
- Encourage the use of *SEAPORT-e*. *86% of vendors are SB.*

## Increase use of 8(a) Contracts

- Annual 8(a) spend averages \$2.6B.





# Emphasize sound Business Principles

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## Forecasting

- Small Business needs more time to prepare.
- NAVAIR/NAVFAC – best practice
- HCAs reported forecasting implementation to ASN/RD&A.

## Acquisition Strategy & Planning

- OSBP provide First Option look from the start of strategy development
- “Maxprac” tool compares SB engagement across DoD

## Consolidation and Bundling

- 2010 Jobs Act -Senior Procurement Executive approval in excess of \$2M.
- Discourages consolidation and/or bundling unless mission essential and documented.







# Long term strategies

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## Subcontracting

- ACAT I & II must address (SBIR)/(STTR) engagement through milestones.
- Technology insertion plans must identify SBIR transitions
- Program Managers should use SB incentive fee process.

## Accountability

- Senior leadership at the Flag, General Officer and SES level that influence acquisitions will have performance standards established to demonstrate support for the DON small business mission.





# The Department of the Navy Office of Small Business Programs



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- Marine Corps Systems Command
- Military Sealift Command
- Naval Air Systems Command
- Naval Facilities Engineering Command
- NAVSUP Weapon System Support Center
- Naval Sea Systems Command
- Naval Supply Systems Command
- Office of Naval Research
- Space and Naval Warfare Systems Command
- Strategic Systems Programs

## NAVY SBIR/STTR

Navy SBIR/STTR Program  
Advanced Concept Search

## SMALL BUSINESS CONFERENCES

Conferences  
Conference Media Page

## FAQ'S

Frequently Asked Questions

## INTRANET.

Navy OSBP Intranet  
(.MIL access only)

## Naval Supply Systems Command Small Business Program 2010 Secretary's Cup



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– in the final analysis  
they are what matter  
most.